

Bible Resource Translation Project 2022 Vision Proposal

The Somervilles in Mexico
Serving among the Purépechas
of Michoacan, Mexico
YWAM Morelia, Mexico
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Project summary

Scott and Isabel Somerville are working as full-time YWAM missionaries in western Mexico with an indigenous group called the Purépechas of Michoacan. In 2021, together with Roberto Salmerón, a fellow YWAM missionary, they helped form an indigenous team of Bible resource translators and media producers. Their team is based out of Capacuaro, Michoacan, Mexico, where they also serve in various ministry leadership roles in the “Abundant Life Evangelical Church where Camilo Salmerón is the pastor. Their team is unofficially partnered with “Bible Project” with permission to translate their Bible resource videos into the Purépecha language. With this project, they seek to translate discipleship and evangelism materials in the Purépecha language, strengthen the Indigenous Church, and inspire Bible Engagement.

Vision: To see the Purépecha Christian church strengthened in their faith through a more developed understanding of the Bible; helping them to understand the Biblical context and the story of the Bible. To encourage greater personal investment in Bible reading (Bible Engagement). To see the Purépecha culture and people transformed through the truth that sets them free.

Mission: To translate Bible resource materials into the Purépecha language, to provide free-to-access on-line Evangelism and Discipleship materials, helping to strengthen the indigenous Church, and inspire interest in engaging with the Bible.

Project Need Background

210,000 Purépechas live in Michoacan, Mexico, and upwards of 70% speak their native language, Purépecha. The evangelical church among the Purépecha has existed for some 35 years. For a long time, evangelicals among the Purépecha have faced great pressure from their people to abandon their faith and return to the old customs and religion. There are real language barriers keeping them from personally engaging with the Bible. They cling to the hope they have in Jesus from what they have been taught by local pastors and others who know how to read the Bible in Spanish. There is urgent need to translate Bible resources into the Purépecha language to encourage believers in their faith and help them understand the Bible in their heart language.

Personnel

The team’s indigenous staff of 5 cover the following teams:

- Translation
- Voice Acting
- Media Production
- Translation Review

How it began

In February 2021, the Bible resource translation team borrowed recording equipment and produced a translated unofficial version of a 5 minute Evangelistic video called “The Gospel of the Kingdom” created by “Bible Project”. Through this “pilot” video, they were able to understand the work flow of producing translated videos and they gained experience. They shared the pilot video with Purépecha churches in different villages throughout the state of Michoacan, and the response of the church was unanimous; they could understand the translated video, they liked the video, and they desired more translated material. From the response of the hundreds of Purépechas that are viewing and engaging with the first translated video, the Bible resource translation team is confident that continued investment in this project will only continue to yield positive results.

In the summer of 2021, the team fund-raised and covered about 55% of their initial project budget, allowing them to purchase some of the necessary recording equipment, editing computers, and officially launch the project on August 1st, 2021, even if not at 100% capacity. They divided the project into two phases:

Phase #1 (August 2021 - August 2022)

- Fund-raise, purchase recording equipment, produce 10 translated videos in a home studio, gain experience in media production and distribution
 - ✧ This would be an introduction into voice over work, video editing, and reaching achievable production goals, all done in a makeshift recording studio in a spare bedroom in a team members house.
 - ✧ Once they were pleased with the scope and success of the project, they would launch into the next phase.

Phase #2 (August 2022 - on)

- Fund-raise, build a dedicated professional-grade recording studio, double production staff, produce 2-3 translated videos a month, produce better quality recordings
 - ✧ In this phase of the project, the team would be entering into mass production of translated videos, working out of their own professional-grade recording studio, and building a networking database to effectively distribute the translated material to reach the largest possible Purepecha speaking audience.

2022 Year vision

The Bible resource translation team is currently in the middle of phase #1; still in the process of fund-raising, purchasing recording equipment and at the time this document was created they are working on video #5 of 10. By August 2022, their goal is to finish Phase #1 fully funded, and launch into phase #2 of the project.

Project Budget

Phase #1 Budget

Start-up costs:

- Recording equipment still needed: 5,200 USD

Operation costs:

- Staff salaries: 315 USD/month or 1,890 USD/six months
- Admin fees: 450 USD

Total Phase #1 Budget: 7,540 USD

Phase #2 Budget

Start-up costs:

- Recording Studio build: 32,000 USD

Operation costs:

- Staff salaries: 630 USD/month, or 7,560/year
- Admin costs: 2,000 USD

Total Phase #2 Budget: 41,650 USD

Total Project Budget: 49,190 USD

Important components for the success of this project

- Prayer partners: we are pushing into new territory, we expect strong spiritual push-back
- Financial partners: Financing start-up costs as well as monthly operation costs
- Equipment suitable for translating, recording, editing needs.
- Trained, paid personnel
- Infrastructure: in 2021 in preparation for phase #2 of the project, we procured a legal deed of private ownership of a piece of land owned by the “Abundant Life” Church where the recording studio will be built. We put up a perimeter cyclone fence around the property (providing safety). We have running water on-site, and have begun the process of getting electricity run out to the property.
- Sustainability: it will be very important to have an acoustically treated media production studio in the Purepecha town of Capacuaro where local staff can work year-round uninhibited by construction noise in the village.

Anticipated outcomes:

The Bible resource translation team is encouraged by the fruits of their preliminary work. They are confident that when the story of the Bible is understood by their people, the Purépechas of Michoacan Mexico, in their heart language, transformation will begin on a personal level then on a corporate level, leading this nation to God’s heart.

As a team that aspires to be 100% run by indigenous staff, their hope is that through their example they might inspire many other indigenous people groups around the world to take up Evangelism/Discipleship strategies such as theirs, as indigenous lead teams, to reach their own peoples with the gospel of Christ.

In Phase #2 of the project, additionally to the Bible Resource Translation Project, they will be able to host other projects that are worthy of mention: recording locally produced Purepecha Worship CD's, and weekly gospel-centered internet radio broadcasts in the Purepecha language, etc.



Phase #1: In this photo, members of the team learn the video editing work-flow.

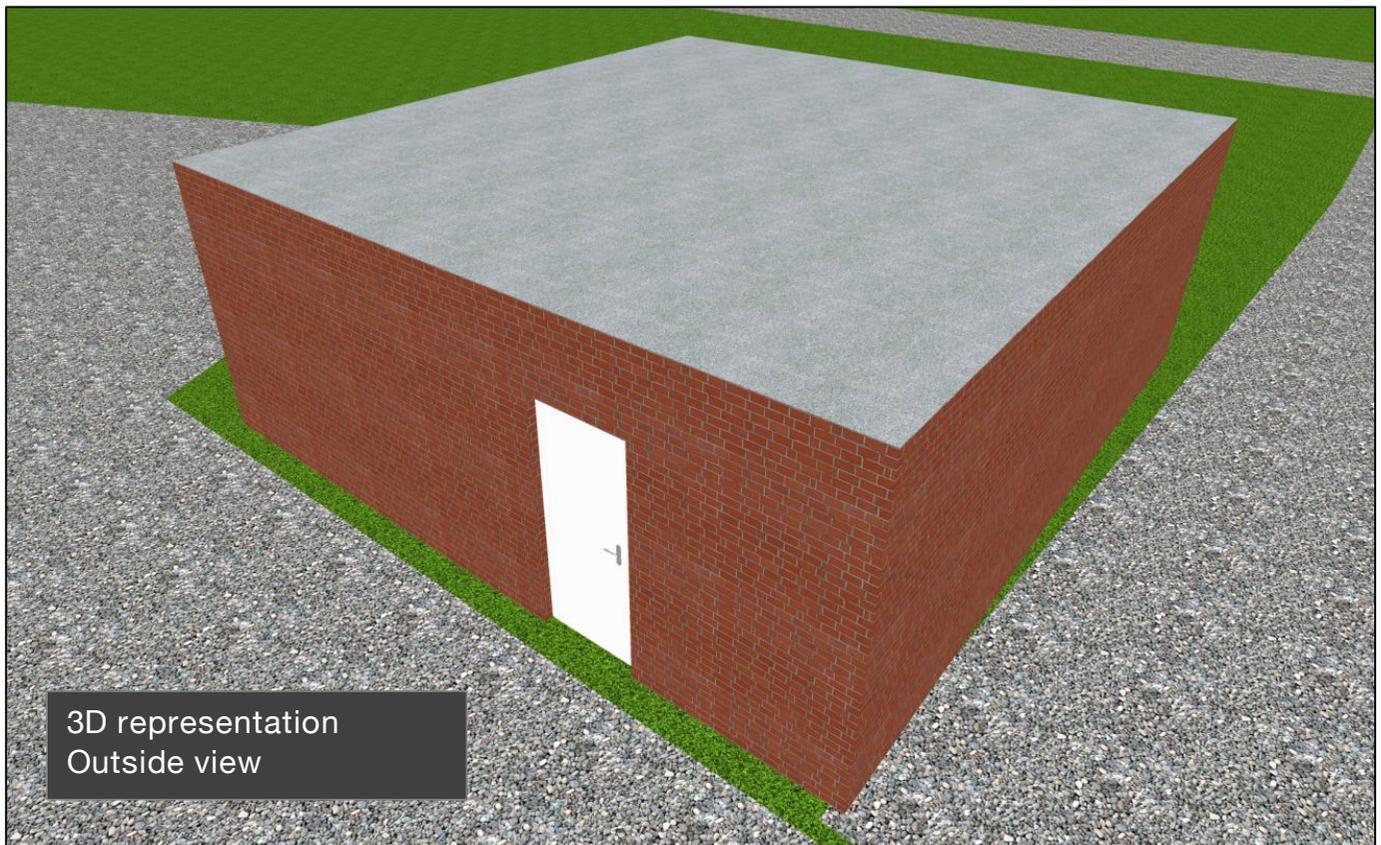
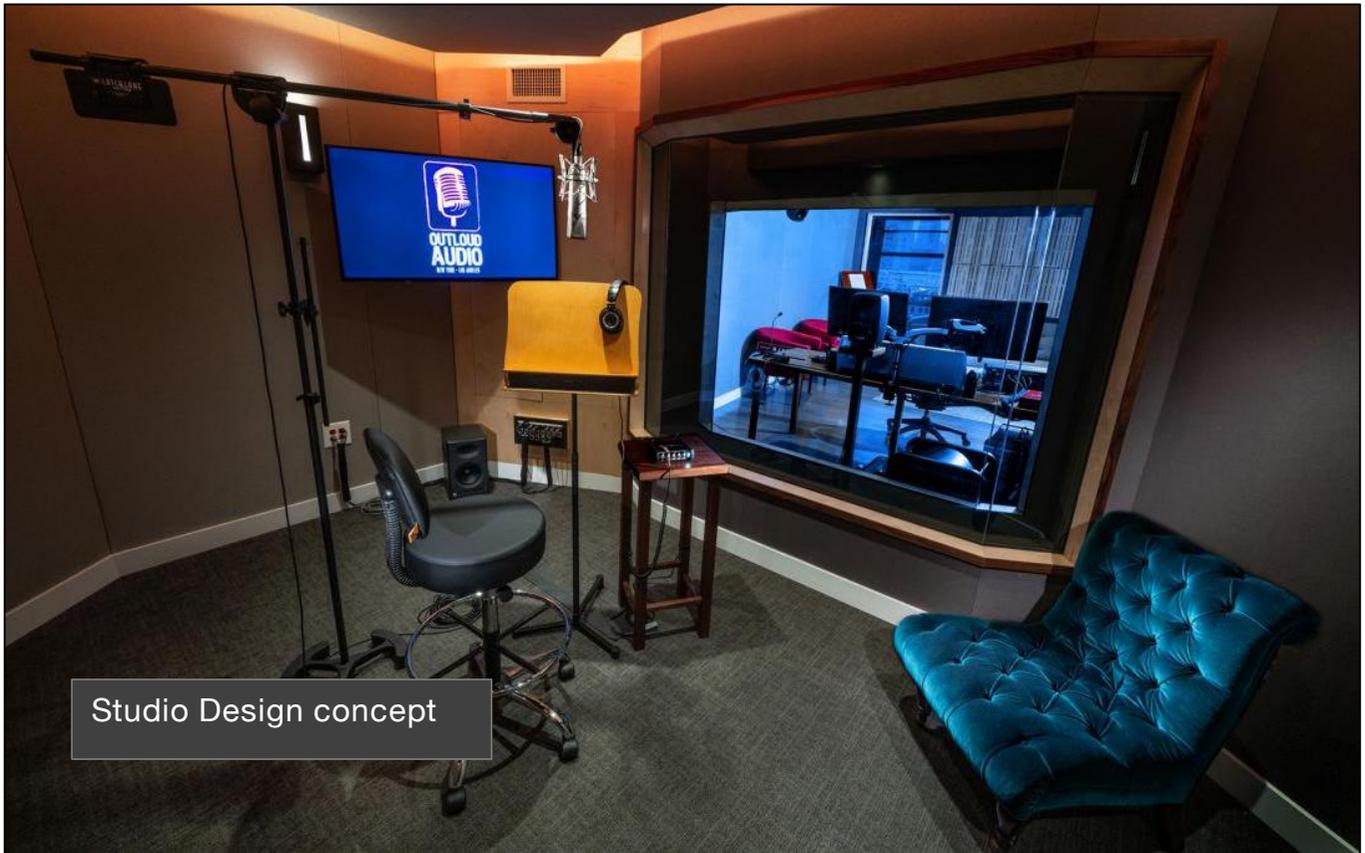
Aerial Map

In Stage #2 of the project, the media production studio will be built on a two and a half acre piece of land owned by the Abundant Life Church of Capacuaro, Michoacan (property layout pictured below). Perimeter fence (in red) recording studio outline (yellow rectangle center-right), access road (orange), front gate (blue).



Concept Art

The recording studio will be built using brick/mortar, and will have a total area of 538 square feet. The voice-over room will have a double thick wall, allowing for sound isolation from outside noise.





Lounge, and kitchenette/workstation



Editing station



Contact Information

Thank you for reading this proposal for the Bible Resource Translation Project, and for praying for us as we continue to operate and push forward in ministry for the glory of God and the expansion of His kingdom among the Purépechas of Michoacan, Mexico.

For tax deductible donations towards the Bible Resource Translation Project, please see our online project page below.

<https://www.givetransform.org/hmexico-bible-project.html>

To contact Scott Somerville for more questions about Bible Resource Translation Project, the 2022 vision, prayer needs, etc. use the email below, or call or text.

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Team Photos



Scott, Isabel, and Amelia Somerville.
Scott is a studio technician/sound engineer)



Pastor Camilo, Veronica, Dulce, Jared, Camila Salmerón



Top-Right: Anastasis Calderon Salmerón (Voice Actor)

Top-Left: Camilo Salmerón Angel (Studio Technician/Sound engineer)



Bottom-Left: Roberto Salmerón (Voice Actor/Translator)

Bottom-Right: Cecilio Jimenez (Translator)